

What is claimed is:

1. A method for providing a decorative cover for a floral grouping comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

providing a printing element having a polished surface;

applying a metalized coating capable of receiving a holographic image to the polished surface of the printing element to provide a metalized coated surface;

embossing the metalized coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image;

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and

removing the holographic material from the polished surface of the  
printing element;  
providing a floral grouping; and  
wrapping the holographic material about the floral grouping to provide  
the decorative cover.

2. The method of claim 1 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.

3. The method of claim 2 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

4. The method of claim 2 wherein the surface of the printing element is resilient or non-resilient.

5. The method of claim 1 wherein in the step of providing a holographic material, the coating applied to the smooth surface of the printing element is selected from the group consisting of metallic polymeric film, metallic non-polymeric film, foil, metalized lacquer and combinations thereof.

6. The method of claim 1 wherein in the step of providing a holographic material, the substrate is constructed of a material selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

7. The method of claim 36 wherein the substrate has a substantially rough, textured surface or a substantially smooth surface.